

CLAIMS

1. A method for commercializing pairs of eyeglasses over a network, the method comprising:
 - providing an interactive platform that can be displayed on a
5 computing device;
 - requesting a 3D face model from a user;
 - determining characteristics of the 3D face model with
 respect to a 3D reference frame;
 - retrieving a 3D representation of a pair of eyeglasses when a
10 request identifying the pair of eyeglasses is received over
 the network; and
 - placing the 3D representation of the glasses onto a default
 position with respect to the 3D face model in accordance
 with the characteristics thereof.
- 15 2. The method of claim 1 further comprising:
 - permitting a relative interaction between the 3D
 representation of the glasses and the 3D face model;
- 20 3. The method of claim 1 further comprising:
 - permitting a view of the 3D face model with the 3D
 representation of the glasses on from a chosen
 perspective.

4. The method of claim 1, wherein the interactive platform includes respective displays of the pairs of eyeglasses so that the user can choose one therefrom.

5 5. The method of claim 4, wherein the request is generated on the computing device when one of the pairs of eyeglasses is selected.

10 6. The method of claim 5, wherein the request conforms to a communication protocol in the network so that the request can be transported over the network from the computing device.

15 7. The method of claim 6, wherein the network is the Internet and the communication protocol is Hypertext Transfer Protocol (HTTP).

20 8. The method of claim 4, wherein the characteristics of the 3D face model include 3D positions of pupils and a nose profile of the 3D face model in reference to the 3D reference frame.

25 9. The method of claim 1, wherein the default position is either an "On" position or an "Off" position; and wherein the "On" position is to place the 3D representation of the glasses onto the 3D face model in accordance with the characteristics of the 3D face model, and the "Off" position is to place the 3D representation of

the glasses off and in front of the 3D face model in accordance with the characteristics of the 3D face model.

5 10. The method of claim 1, wherein the requesting of the 3D face model comprises uploading the 3D face model from a known location by the user.

10 11. The method of claim 10, wherein the known location is a computing device that stores the 3D face model, or is used to generate the 3D face model.

15 12. A method for commercializing pairs of eyeglasses over a network, the method comprising:

 displaying an interactive platform received from the network,

 wherein the interactive platform includes respective

 displays of the pairs of eyeglasses;

 importing into the interactive platform a 3D face model of a user;

20 placing a 3D representation of one of the pairs of eyeglasses onto 3D face model when the one of the pairs of eyeglasses is selected.

13. The method of claim 12, wherein the displaying of the interactive platform comprises:

generating a request including an address identifying a web
site hosted by an eyeglass business; and
sending the request over the network.

5 14. The method of claim 13, wherein the network is the Internet;
and wherein the request conforms substantially to Hypertext
Transfer Protocol (HTTP).

10 15. The method of claim 13, wherein the importing of the 3D face
model comprises:
taking at least one image of the user; and
activating a 3D modeling application to generate the 3D face
model from the at least one image.

15 16. The method of claim 15, wherein the importing of the 3D face
model further comprises determining characteristics of the 3D
face model with respect to a 3D reference frame.

20 17. The method of claim 16, wherein the characteristics of the 3D
face model include 3D positions of pupils and a nose profile of
the 3D face model in reference to the 3D reference frame.

25 18. The method of claim 15, wherein the placing of the 3D
representation of one of the pairs of eyeglasses onto 3D face
model comprises:

placing the 3D representation of the glasses onto a default position with respect to the 3D face model in accordance with the characteristics thereof.

5 19. The method of claim 18, wherein the default position is either an “On” position or an “Off” position; and wherein the “On” position is to place the 3D representation of the glasses onto the 3D face model in accordance with the characteristics of the 3D face model, and the “Off” position is to place the 3D representation of the glasses off and in front of the 3D face model in accordance with the characteristics of the 3D face model.

10 20. The method of claim 12 further comprising providing a relative interaction between the 3D presentation of the glasses and the 3D face model.

15 21. The method of claim 12 further comprising providing a view of the 3D face model with the 3D representation of the glasses on from a chosen perspective.

20 22. A method for commercializing pairs of eyeglasses over a network, the method comprising:
displaying an interactive platform received from the network,
wherein the interactive platform includes at least two

views, a first view and a second view, each of the two
views receiving a 3D face model provided by a user; and
placing a 3D representation of one of the pairs of eyeglasses
onto the 3D face model in the first view and placing a 3D
representation of another one of the pairs of eyeglasses
onto the 3D face model in the second view so that the
user can appreciate any differences between the two
views.

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23. The method of claim 22, wherein the interactive platform further
includes a panel comprising a plurality of functional buttons, at
least some of the buttons provided to assist the user to spatially
adjust either the one of the pairs of eyeglasses or the another
one of the pairs of eyeglasses with respect to the 3D face
model.

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24. The method of claim 22, wherein the interactive platform further
includes a panel comprising a plurality of functional buttons, at
least some of the buttons provided to retrieve position
information of either the one of the pairs of eyeglasses or the
another one of the pairs of eyeglasses, where in the position
information can be applied to a newly selected pair of
eyeglasses.

25. A system for commercializing pairs of eyeglasses over a network, the system comprising:

a client computing device including a display screen,
executing a browsing application and coupled to a data
network;

a server computing device operated by an eyewear
business, the server computing device accessing a
database of the pairs of eyeglasses; and

wherein a user of the client computing device enters an IP
address identifying the server computing device and
sends out a specification of a selected pair of the pairs of
eyeglasses after a data link is established between the
client and server computing devices;

wherein the client computing device subsequently displays
an interactive try-on platform in which a 3D face model
and a 3D representation of the selected pair of
eyeglasses are displayed; and

wherein the user is able to virtually place the selected pair of
eyeglasses on or off the 3D face model.

26. The system of claim 25, wherein the 3D face model is uploaded
into the platform from a location known to the user.

27. The system of claim 26, wherein the location known to the user includes a computing device that stores the 3D face model, or is used to generate the 3D face model.

5 28. The system of claim 27, wherein the computing device is either one of the client or the server computing devices.

29. A software product for commercializing pairs of eyeglasses over a network, the software product executable on a computing device and comprising:

program code for providing an interactive platform that can be displayed on a computing device;

program code for requesting a 3D face model from a user;

10 program code for determining characteristics of the 3D face model with respect to a 3D reference frame;

15 program code for retrieving a 3D representation of a pair of eyeglasses when a request identifying the pair of eyeglasses is received over the network; and

20 program code for placing the 3D representation of the glasses onto a default position with respect to the 3D face model in accordance with the characteristics thereof.

30. The software product of claim 29 further comprising:

program code for permitting a relative interaction between
the 3D representation of the glasses and the 3D face
model; and

program code for permitting a view of the 3D face model with
the 3D representation of the glasses on from a chosen
perspective.

31. The software product of claim 29, wherein the interactive
platform includes respective displays of the pairs of eyeglasses
so that the user can choose one therefrom.

32. The software product of claim 29, wherein the characteristics of
the 3D face model include 3D positions of pupils and a nose
profile of the 3D face model in reference to the 3D reference
frame.

33. The software product of claim 29, wherein the default position is
either an "On" position or an "Off" position; and wherein the "On"
position is to place the 3D representation of the glasses onto the
3D face model in accordance with the characteristics of the 3D
face model, and the "Off" position is to place the 3D
representation of the glasses off and in front of the 3D face
model in accordance with the characteristics of the 3D face
model.

34. The software product of claim 29, wherein the program code for requesting of the 3D face model comprises program code for uploading the 3D face model from a known location by the user.